

Manufacturing

**WiseChoice Foods reaches 4,000 new customers
through partnership**

WiseChoice Foods, the parent company of Albuquerque-based frozen pizza producer WisePies Pizza, has partnered with foodservice distributor DOT Foods to open its products to 4,000 new customers.

The partnership, closed July 19 and announced Tuesday, allows vendors to order smaller amounts of WisePies products instead of the minimum order amount currently in place. Season Chavez, president of WiseChoice Foods, said this change will lift barriers to some carriers that may have had difficulty meeting the minimum amount previously.

“Those customers will be able to use the convenience of the DOT foods ordering and delivery process, which basically eliminates minimums for an order and reduces freight costs associated with those deliveries,” Chavez told Albuquerque Business First.

WiseChoice Foods started in Albuquerque in 2017 and subsequently launched its first line of frozen pizzas. The company has gone on to launch calzones, pizza bites and sauces since its inception and remains the only frozen pizza company based in New Mexico.

Chavez said the focus of WisePies’ products is being all-natural – meaning no antibiotics, no monosodium glutamate and no artificial flavors. She said this came from her experience as a mom struggling to find convenient and healthy meals to feed her children.

“It was a challenge to find something for my kids to eat that was easy and convenient,” Chavez said. “You buy processed foods, you don’t want your kids eating them all the time because it’s just not good for them.”

WisePies also incorporates New Mexican cuisine into their products, such as incorporating Hatch green chiles into its new line of marinara sauces launched in May.

Chavez said the company will hire a “logistics person” to help with the new DOT Foods partnership.

As for the future, Chavez said the company is looking forward to the launch of their mega pizza bites in October.